

Neville Johnson Offices uses Achiever CRM to create complete business solution

Manchester-based home furniture designer and manufacturer, Neville Johnson Offices, have been successfully using Achiever CRM to manage their internal processes and provide information to all areas of their business for over 4 years.

In 2000, Neville Johnson Offices (NJO) decided to replace their existing bespoke Informix system that was expensive to maintain, difficult to change, offered no integration with other business systems and provided no succinct management reports.

In order to continue and improve on business success, NJO required a flexible, intuitive system that enabled them to adapt the solution to suit their evolving business needs. Furthermore, NJO required an open system that could provide seamless integration with other applications to create a holistic view of each customer and allow previously isolated departments to access business critical information.

NJO embarked on a thorough investigation into the available CRM applications and selected three software packages for further evaluation. The selected packages were Saleslogix, Goldmine and Achiever.

Unlike the other short-listed applications, Achiever offered a sophisticated solution that was intuitive, provided seamless integration to the accounts system and delivered complete system ownership. In addition, Achiever was able to present NJO with additional functionality that could be implemented to fulfil future requirements, thereby securing investment and system longevity.

Using their key criteria for a system that would help them streamline and manage their complete process, from initial lead through to installation and customer feedback, NJO chose Achiever.

To facilitate NJO taking complete ownership of the solution, the NJO project team were heavily involved throughout the Achiever implementation.

Initially, Achiever carried out a thorough business requirements gathering exercise with different NJO representatives to identify business objectives and needs across the entire organisation. It was important to improve the flow of information between departments, whilst reducing paperwork and administration, as well as ensuring the system was intuitive to use and provided quick data entry screens.

As an already established business with a vast amount of data captured over a number of years, a vital part of the Achiever project was the data migration. Due to the nature of NJO's business, converting a lead to order is a lengthy process, it was therefore imperative to ensure the complete history was migrated with each lead. With over 15 years worth of data being held in inflexible bespoke databases with little verification performed, the data extraction and clean up exercise was an important but lengthy task. This task though was completed with the minimum of disruption and despite complexities 'went incredibly well'.

Achiever plays a critical role in NJO's operations and is the central business application feeding into and receiving information from external applications, including the accounts system. Implementing the integration has eliminated paperwork, duplication of work, mistakes and ensures data consistency across all databases.

Management reports are generated from Achiever and are used to drive marketing - analysing past initiatives and success rates, monitoring sales performance and productivity, identifying and forecasting future opportunities, and monitoring sales by product range.

Asked for her thoughts on Achiever now that the software had been implemented for a number of years, Sandra Woodhams (IT Manager) stated that, 'the software is involved in every aspect of our business and has been incredibly reliable. Achiever is continuing to meet our sophisticated business needs including our integration requirements. We could not perform our daily tasks without it. '

Since its implementation NJO has received numerous benefits from Achiever, including a holistic view of each customer to create an improved customer experience, reduced administration work, increased productivity and improved visibility of information across the entire organisation.

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(604 words)

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The Company

Achiever Software is an established, award-winning developer of Customer Relationship Management (CRM) software. Founded in Birmingham, UK, in 1992, the company has been in the Deloitte & Touche Technology Fast 50 five years running and made The Sunday Times ARM Tech Track 100 in 2002. This year the company was also nominated for the Call Centre Awards for its technologies. The company's products protect and develop customers' most valuable asset - information about their customers and markets.

The Product

The scalable solution Achiever is the only CRM package to integrate with all leading accounting packages and legacy systems, is the only CRM package to encompass sales, marketing and support without extension, includes an easy-to-use workflow functions and offers openness, flexibility and scalability to provide exceptionally fast ROI.

Client Portfolio

Achiever Software has developed the AIM methodology for fast implementation of its software, and places emphasis on customer satisfaction, with a high ratio of service and support staff.

Achiever Software's consultants are widely experienced and highly qualified, each having been involved with many implementations of the software, The company has won an enviable list of over 100 corporate customers, including AEA Technology, Forsyth Partners, Bentley Reid, West Nottinghamshire College, VisitBritain, Dominos, Londis, National Britannia, P&O, Rugby Cement, Siemens, and T-Mobile.

Momenta

Momenta develops, implements and manages programmes that meet Government objectives and benefit individuals and organisations. The Momenta vision is to create a better world by working with Government Departments, Agencies and Charities to:

- * Improve business competitiveness
- * Reduce environmental impact
- * Increase social responsibility
- * Enhance quality of life

Momenta achieves this by successfully delivering work for it's clients that benefits business, changes consumer behaviour and attitudes, influences policy and stimulates research.

Momenta employs a team of over 100 dedicated professionals including technology and sector specialists, strategic marketers and evaluation specialists. Momenta also embraces new media and information and communication technologies.

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